Use of English

From Start-Up to Success



Read the text below, choose the correct answer (A, B, C, D)

Entrepreneurship and innovation are exciting and dynamic fields, where creative thinking and a/an (1) _____ to take risks can lead to groundbreaking success. Take Amazon, for example: what began as an online bookstore has now become a dominant force in e-commerce, thanks to its use of customer data and machine learning algorithms. Amazon's ability to constantly expand its product offerings and improve customer experience is a (2) _____ to the power of innovation and strategic planning in the business world.

Similarly, Airbnb disrupted the hospitality industry with its unique online platform, allowing property (3) _____ to rent out their homes or apartments to travelers. This innovative approach not only provided a more (4) _____ and authentic travel experience, but also created a strong community of hosts and guests. Airbnb's commitment has allowed the company to expand globally and offer a wide range of lodging options, making it a shining example of how creative thinking can transform an industry.

Of course, entrepreneurship and innovation are not without their challenges, from fierce competition to constantly changing markets. But with persistence and determination to learn and adapt, entrepreneurs like Jeff Bezos of Amazon and Brian Chesky of Airbnb have been able to build successful businesses that revolutionize entire industries. Their stories serve as (5) _____ for anyone looking to take control of their career and turn their passions and ideas into a thriving business. The potential for success is limitless, and the thrill of entrepreneurship and innovation is a journey well worth (6) _____ .

1	A keen	B fear	C eager	D willingness
2	A testing	B torment	C testament	D testimony
3	A owners	B employers	C lodgers	D tenants
4	A cheap	B affordable	C better	D available
5	A intention	B investigation	C inspiration	D instigation
6	A taking	B going	C setting	D embarking